

Message Text

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ORIGIN ARA-20

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DRAFTED BY ARA/ECP:EMCOHEN:JD

APPROVED BY ARA/ECP:WKNEPPER

ARA/BC:AISAACS

EB/CBA/OCA:JSIMMONS

COMMERCE:OIM/BIC:W LYNCH

COMMERCE:OIM/BIC:HLINDOW

USIA:F.S.MABBATT

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FM SECSTATE WASHDC

TO AMEMBASSY SANTIAGO

UNCLAS STATE 021487

E.O. 11652: N/A

TAGS: BEXP, CI

SUBJECT: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) CHILE

REF: (A) SANTIAGO 6158; (B) SANTIAGO 5984

1. ACTION STAFF FOR CHILE CAP HAS BEEN ESTABLISHED AS
FOLLOWS:

FROM STATE ARA/BC, ARNOLD ISAACS, CHIEF OF CHILEAN
AFFAIRS; ARA/ECP EDWARD M. COHEN, DEPUTY COMMERCIAL
COORDINATOR; EB/CBA/OCA - JOHN SIMMONS, ARA LIAISON OFFICER.

FROM COMMERCE - OIM/BIC - WILLIAM S. LYNCH, DEPUTY ASSIST-
ANT DIRECTOR; OIM/BIC - HERBERT LINDOW, CHILE COUNTRY
SPECIALIST. FROM USIA - ILA, FREDERIC S. MABBATT, CHILE
PROGRAM OFFICER.

2. ACTION STAFF HAS REVIEWED EMBASSY'S PROPOSED FY 1974
CAP (REFTEL A), AND SUBMITS THE FOLLOWING COMMENTS:
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A. WE CONCUR WITH THE EMBASSY'S GENERAL EMPHASIS, AT THIS STAGE, ON SURVEYING CHILE'S PROSPECTIVE IMPORT REQUIREMENTS (AS PER OBJECTIVE ONE) AND ON REESTABLISHING A WIDE LOCAL AWARENESS OF AND PREFERENCE FOR U.S. GOODS AND SERVICES (OBJECTIVE TWO)

B. AS A MATTER OF GENERAL POLICY, WE PREFER FOR THE TIME BEING TO AVOID THE INCLUSION OF SPECIFIC NUMERICAL TARGETS FOR EXPORT SALES, ESPECIALLY FOR TOTAL U.S. SALES (EITHER IN DOLLAR TERMS OR AS A SHARE OF THE MARKET). WE THEREFORE PROPOSE THAT OBJECTIVE ONE BE RE WORDED TO READ: "EXPAND AND INTENSIFY THE EMBASSY'S MARKET RESEARCH AND ANALYSIS OPERATIONS, IN ORDER TO DETECT PROMPTLY PROSPECTIVE COMMERCIAL OPPORTUNITIES." THE ACTIONS LISTED UNDER THIS OBJECTIVE COULD BE RETAINED UNCHANGED, SINCE THEY ALL SUPPORT THE PROPOSED REVISED OBJECTIVE.

C AS SOON AS THE ACTIONS TAKEN UNDER OBJECTIVES ONE AND TWO BEGIN TO YIELD RESULTS, PERMITTING THE EMBASSY TO IDENTIFY SOME SPECIFIC U.S. PRODUCTS AND SERVICES THAT APPEAR TO HAVE ESPECIALLY FAVORABLE PROSPECTS FOR NEAR-TERM INCREMENTAL SALES, WE WOULD REQUEST THAT THE CAP BE EXPANDED TO INCLUDE A SERIES OF SPECIFIC ACTIONS FOR EXPLOITING THE OPPORTUNITIES FOR AT LEAST TWO OF THOSE U.S. PRODUCTS AND/OR SERVICES. ACCORDINGLY, WE PROPOSE THAT BY FEBRUARY 28 THE EMBASSY SUBMIT AS ADDITIONS TO THE CAP AN OBJECTIVE FIVE AND AN OBJECTIVE SIX, EACH CALLING FOR INCREASED SALES OF A SPECIFIC U.S. PRODUCT OR SERVICE, AND EACH SUPPORTED BY SEVERAL SPECIFIC PROPOSED ACTIONS, SOME OF WHICH OF COURSE MIGHT NOT BEAR FRUIT UNTIL FY 1975.

D. THE ACTION STAFF HAS OBTAINED STATE/COMMERCE/USIA CONCURRENCE FOR THE EMBASSY'S CAP AS FORMULATED IN REFTEL A, SUBJECT TO THE CHANGE PROPOSED IN PARAGRAPH B ABOVE, AND ON THE UNDERSTANDING THAT THE CAP WILL BE AUGMENTED BY FEBRUARY 28 AS PER PARAGRAPH C ABOVE.

3. THE ACTION STAFF LOOKS FORWARD TO RECEIVING THE MONTHLY REPORTS OF THE TASK FORCE ESTABLISHED BY THE EMBASSY (REFTEL B), AND WE ENCOURAGE THE EMBASSY TO COM-
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MUNICATE WITH EACH OR ANY OF US WHENEVER THE EMBASSY FEELS A NEED FOR SPECIAL SUPPORT IN WASHINGTON ON A MATTER OF IMPORTANCE FOR THE SUCCESS OF ITS COMMERCIAL ENDEAVORS. KISSINGER

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